

D 32309

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2022**

B.H.A.

BHA 1C 01—EVENT MANAGEMENT

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A (Short Answer Type)*Each question carries 2 marks.**Ceiling 25.*

1. What do you mean by an event ?
2. What do you mean by 'Back Stage Management' ?
3. What is the importance of venue in event management ?
4. What is Event presentation ?
5. What is a Backdrop ?
6. What do you mean by 'Program Scripting' ?
7. What is logistics in an event ?
8. What do you understand by post-convention meeting ?
9. Define tourism event.
10. What do you mean by civic amenities ?
11. Define Spot Management.
12. What is WTM event ?
13. What is meant by exhibition ?
14. Expand PATA.
15. What is MICE Tourism ?

(25 Marks)

Turn over

Part B (Paragraph Type Questions)

Each question carries 5 marks.

Ceiling 35.

16. Bring out the objectives of event management.
17. Explain the role of marketing communication in event management.
18. Write down the different types of leadership in event.
19. Explain the functions of brand management.
20. What are the factors affecting media selection ? Explain.
21. State the role of sponsors in event management.
22. Point out the benefits of sponsors in event management.
23. Write down the functions of MICE tourism.

(35 Marks)

Part C

*Write any **two** essay questions.*

Each question carries 10 marks.

24. List out and explain the classification of events according to its size.
25. Discuss the various steps for organising exhibition events.
26. Explain the impact of media coverage in event design.
27. Discuss the various physical and environmental impacts of MICE Tourism.

(2 × 10 = 20 marks)